



## **USE OF CONTENT MARKETING STRATEGY TOOLS IN THE POLISH RESEARCH INSTITUTES**



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### Summary

In the article were described issues associated with the use by scientific institutions content marketing strategy tools. This article shows the extent to which tools of modern marketing are used in the Internet communication by scientific institutions. Currently content marketing concept is accepted not only as a fashionable trend of modern marketing but above all, it is treated as an important tool to improve enough Internet message, to effectively interest to the users. A optimal selection and use content marketing tools it provides opportunities for enhancing efficiency in the reception (acceptance) of the generated message.

**Keywords:** content marketing, social media marketing, inbound marketing, content marketing tools, marketing, minib



## Introduction

Content marketing is any marketing format that involves the creation and sharing of media and publishing content in order to attract and retain customers. The information can be presented in a variety of formats, including news, video, white papers, e-books, infographics, case studies, how-to guides, question and answer articles, photos, etc.

Advertising has long used content to disseminate information about a brand and build a brand's reputation. In 1891, August Oetker sold small packages of his baking powder to households with recipes printed. In 1911, he started publishing his very successful cookbook. It went through major updates over past 100 years. It is one of the most successful cookbooks, globally reaching 19 million sold copies. All recipes originating from Oetker's test kitchen and the book were carefully written as a textbook to teach cooking from scratch. Oetker was perfectly aware of the need for good marketing, practical communication, and he used his doctor title to lend authority to his marketing.

In 1895, John Deere launched the magazine *The Furrow*, providing information to farmers on how to become more profitable. The magazine, considered the first custom publication, is still in circulation, reaching 1.5 million readers in 40 countries in 12 different languages.

In 1900, Michelin developed the "Michelin Guide", offering drivers information on maintenance stations, accommodations, and other travel tips. 35.000 copies were distributed for free in this first edition.

In 1904, Jell-O salesmen went door-to-door, distributing their cookbook for free. Touting the dessert as a versatile food, the company saw its sales rise to over \$1 million by 1906.

The phrase content marketing was used as early as 1996, when John F. Oppedahl led a roundtable for journalists at the American Society for Newspaper Editors. In 1998, Jerrell Jimerson held the title of "director of online and content marketing" at Netscape. In 1999, author Jeff Cannon wrote: "In content marketing, content is created to provide consumers with the information they seek."

Recently, the presence of content marketing has become more distinctive, especially in terms of digital and online marketing. Seth Godin,

an American author and marketer, said in 2008: "content marketing is all the marketing that's left."

By 2014, Forbes Magazine's website had written about the seven most popular ways companies use content marketing. In it, the columnist points out that by 2013, use of content marketing had jumped across corporations from 60% a year or so to 93% as part of their overall marketing strategy. Despite the fact that 70% of organizations and institutions are creating more content, only 21% of marketers think they are successful at tracking ROI.

Brands have always applied a sort of content marketing, but following transformations in the digital landscape, this aspect has grown to an unprecedented significance. In survey conducted by Econsultancy in October 2012, 90% marketers said they believe that content marketing will become more important over the next year, with only 38% stating that they have a content marketing strategy.

Content marketing means organising, creating and distribution of content with a view to enhance the contact to consumers and prospective consumers. "Content" resulting from interaction of strategy, community and creation is composed of assets and experience that — combined — represent the history of the given brand.

Brand-generated digital content is a new development. In the beginning of communication, content was disseminated in four channels: printed media, TV, radio and data carriers. Digital carriers are different. Digital content is able to reach out of the advertising category, stimulating conversation and fostering data sharing and connecting to consumers in a new way.

Content development includes its creation and curation. As opposed to other forms of advertising, digital content helps brands compare, on everyday basis, the behaviours of consumers creating and sharing the content, whether brand-related or not. Such an environment is a great chance for marketers to present the brand personality and engage people, just like they engage themselves in each other's affairs.

Today, marketers are bound not only to determine the type of content to be created but also where the content is to be placed and

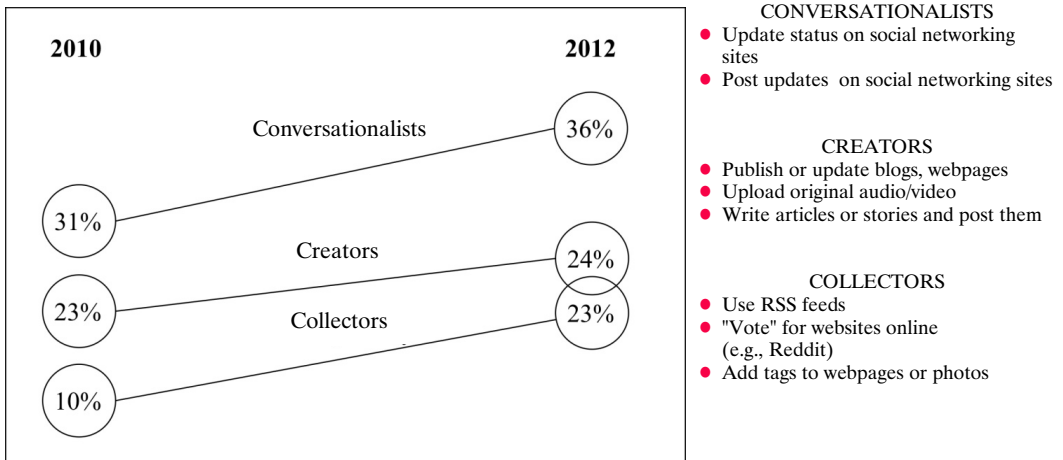
how to have it viewed by appropriate audience. It is an exceptional task, requiring close collaboration within the entire community (focused on developing experiences appealing to specific audience) and creation (focused on developing experiences implementing the brand strategy).

## **Target audience and strategies of content marketing**

Content marketing is equally important for local and global brands as well as for brands operating in B2B and B2C segments. In the constantly changing digital media landscape, consumers' role in curation, sharing and independent publishing of content is becoming more and more active. Digital content provides individuals with access to platforms for content sharing, due to which the number of people classifying themselves as conversationalists, creators and collectors (based on the Forrester research) keeps on growing. Brands that understand how their fans perceive content will be more capable of understanding the mechanisms for developing connections and stimulating purchase intention.

More than even before, consumers are both the greatest rivals of marketers and their greatest allies in terms of content. For several years, they have had access to tools for content development. Memes created in minutes by consumers often have higher viewing rates than big-budget commercials. Brands that are able to involve consumers in creating or co-creating content on their behalf can be most successful.

## Technographic data (Q2 2010 and Q2 2012)



Source: Own work based on: "A Global Update of Social Technographics", Forrester Research, 28.06.2010, "Global Social Media Adoption", Forrester Research, 27.06.2012).

Consumers consume and derive the most of the content. According to the Forrester research, only in 2012, the number of people perceiving themselves as "collectors" has grown by 4% (other terms used are curators or surfacers). Due to the fact that many people adopt the role of distributors and that they do it with a strong impact on their environment, brands must create content that can be shared and enables people to co-create.

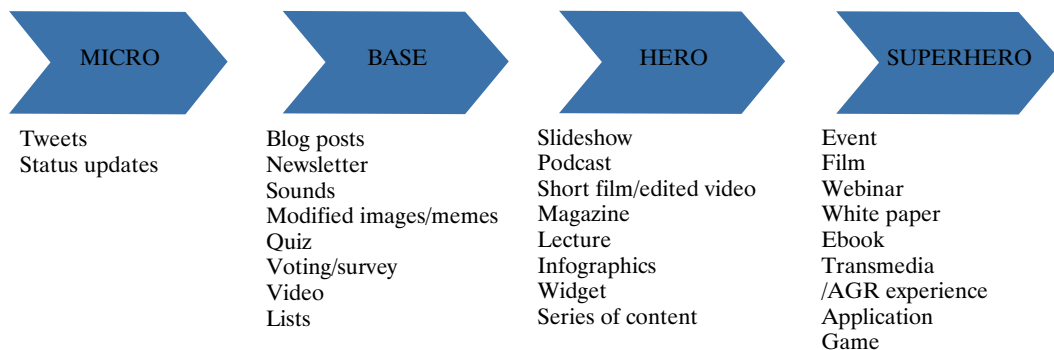
The role of curation platforms for easy collecting and sharing of content keeps on growing. They also have an emotional aspect because organised collecting can be a method for building a collection of keepsakes. Platforms like Tumblr or BuzzFeed become more and more popular. The intensity of use of newly emerging platforms, including Pinterest and Fab.com, is also growing at a rapid pace. Conversation, creation and collection are now the main elements of on-line experience. Therefore, it is to be expected that consumers will be interested in brands that understand such hybrid behaviours. Websites do not only respond to change in behaviour, but also stimulate change. Embedded elements of social media facilitate engagement; discovery and customisation of content result in enriching experience and prolonged use of the contact.

A strong strategy in content marketing is based on both low- and big-budget content, and includes well-considered status updates, simple photos and GIFs, as well as web series and other forms of high-class content. This is true for all communication channels.

Content development can be divided into two stages: creation and curation. Creation refers to unique content produced by the brand. These are the assets contributed by the brand owner to a broader social conversation. Curation refers to elements of social culture that are seized by the brand into its own history. These are pre-existing elements appealing to the audience, the brand or both of them. Creation and curation together form the basis for content development.

Notwithstanding the budget, content creation still remains an important part of content marketing. Paying attention to content shared or deemed interesting by the audience delivers insight that is helpful for creating resources. Instead of investing a lot of money into a seemingly random area, brands can test the interest within the community and gradually adjust the content of the message, according to the following content pyramid.

Figure 1. Content pyramid based on the example of the Daily Twist Oreo campaign



Source: Own work based on: <http://www.oreo.com/dailytwist/>

One of the official definitions of content marketing is the definition formulated by Joe Pulizzi, the founder and CEO of the Content Marketing Institute.



In his words, content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience — with the objective of driving profitable customer action.

A content marketing strategy can leverage all story channels (print, online, in-person, mobile devices, social media, etc.) that can be employed at any and all stages of the buying process, from attention-oriented strategies to retention and loyalty strategies, and include multiple buying groups.

### Definitions of content marketing

Content marketing in various forms has been existing for many years. Hence, there are numerous definitions of the term, owing to the development of tools and technologies employed by content marketing.

Table 1 shows a summary of content marketing definitions originating from specialists applying this mechanism in practice.

Table 1. Definitions of content marketing

No.	Author	Definition
1	<b>Dan Bergeron</b> <i>Likeable Media</i>	<b>Content marketing</b> is a way of engaging and attracting existing and potential customers through content creation. Content marketing is catering your slogans, campaigns, tweets, Facebook posts and blogs to your target audience and existing customers; simultaneously content marketing is personal, engaging and tells stories. When a brand uses specific words or stories that resonate with a consumer, they can dig deeper into who they are as a consumer. By utilizing content marketing, brands can cater campaigns and stories around buying patterns and personalities. Rather than broadcasting information to the masses, content marketing should focus more on emotions and messages that are relevant and captivating to the target audience. If so many brands seem to be regularly utilizing content marketing, how can you tell what content marketing is? Content marketing is NOT price tags on tangible items. Content marketing is much more subjective in nature. Marketing messages and stories that stir beliefs, feelings, opinions or emotions can all be classified as content marketing. The most important takeaway from content marketing is to focus less on the cost and product details and focus more on the customer experience.

Cont.table 1

No.	Author	Definition
2	<b>Keith Blanchard</b> <i>Story Worldwide</i>	<b>Content marketing</b> is the opposite of advertising. It's about engaging consumers with the stuff they really want, in a way that serves your brand's purposes and ideals, rather than just trying to jam your logo into their periphery. It's reaching the exact consumers you want, instead of a vaguely defined demo. It's helpfully providing an experience they want, instead of trying to distract them from the one they came for. In short, it is the very evolution of advertising itself into something more effective, more efficient, and much less odious.
3	<b>Dan Blank</b> <i>We Grow Media</i>	<b>Content marketing</b> is engaging with your community around an idea instead of a product. What it is to try to serve the community first, and sharing information, ideas and experiences that benefit others without directly asking for anything in return. What it isn't is just a veil in front of a sales pitch.
4	<b>C.C. Chapman</b> <i>DigitalDads.com</i>	<b>Content marketing</b> is anything a company creates and shares to tell their story. It is conversational, human and doesn't try to constantly sell to you. It also isn't a tactic that you can just turn on and off and hope that will be successful. It has to be a mindset that is embraced and encouraged. You've got to start thinking like a publisher and use that to plan and execute your entire marketing plan which content of any variety should be a part of.
5	<b>Heidi Cohen</b> <i>Riverside Marketing Strategies</i>	<b>Content marketing</b> provides consumers with useful information to aid purchase decisions, improve product usage and entertain them while achieving organizational goals without being overtly promotional. The main attributes of content marketing are: <ol style="list-style-type: none"> <li>1. Embodies an organization's core brand elements.</li> <li>2. Uses a variety of media formats such as text, video, photographs, audio, presentations, ebooks and infographics to tell your brand or company's story.</li> <li>3. Can be consumed on a variety of devices including computers, tablets, smartphones and others.</li> <li>4. Is distributed via owned, third party and social media platforms.</li> <li>5. Provides measurable results through the use of calls-to-action and promotional codes.</li> </ol>
6	<b>Sam Decker</b> <i>Spredfast</i>	<b>Content marketing</b> is creating or curating non-product content — be it informational, educational, entertaining, etc. — and publishing it to contact points with customers to get their attention, to focus on the topic around your solution, and pull them closer to learning more about you.
7	<b>Jason Falls</b> <i>Social Media Explorer</i>	<b>Content marketing</b> is using any type of content (newsletters, blog posts, white papers, videos, Tweets, podcasts, wall posts) to attract an audience you wish to market to. Capturing their attention through great content gives you the opportunity to present calls-to-action to them to purchase or try your product or service.

Cont.table 1

No.	Author	Definition
8	<b>Lisa Gerber</b> <i>Spin Sucks</i>	Blogging, micro-blogging, and social networking sites have leveled the playing field in the publishing world, giving every average Joe the ability to build a platform and thus, an audience. With content marketing, you can take advantage of these tools to create articles, blog posts, microblogs, videos, podcasts, webinars, and more to establish thought leadership and build a relationship with your prospects and customers. The content, optimized and distributed across the web, makes it easier to be found online. It generates traffic without selling. By delivering useful and relevant information answering questions, solving problems and improving lives in some fashion, prospects can make an informed decision to buy. The idea is they will buy from you, because you have earned their trust.
9	<b>Barry Graubart</b> <i>Content Matters</i>	<b>Content marketing</b> is an approach by which companies seek to author and/or share contextually relevant content to create or reinforce their brand messaging. When done effectively, content marketing is not done in direct support of a sales process, but rather by positioning a company or individual within a space.
10	<b>Susan Gunelius</b> <i>KeySplash Creative</i>	<b>Content marketing</b> is the process of indirectly and directly promoting a business or brand through value-added text, video, or audio content both online and offline. It can come in long-form (such as blogs, articles, ebooks, and so on), short-form (such as Twitter updates, Facebook updates, images, and so on), or conversational-form (for example, sharing great content via Twitter or participating in an active discussion via blog comments or through an online forum).
11	<b>Ann Handley</b> <i>MarketingProfs</i>	What it is: <b>content marketing</b> is anything an individual or an organization creates and/or shares to tell their story. What it isn't: A warmed-over press release served as a blog post.
12	<b>Anne Holland</b> <i>Which Test Won</i>	<b>Content marketing</b> is the practice of using content (webinars, white papers, planted articles, blogs, Tweets, videos, etc) with some intrinsic value beyond pure advertising content, as a way of establishing thought leadership, branding, and growing and influencing reader list of prospects for your goods or services. Content marketing has always existed. In the publishing world, content used for marketing purposes used to be referred to (until very recently) as "advertorial". The problem now for both professional publishers and the public, is to discern between content published for marketing and content published as an end product in and of itself without marketing messaging ties. Advertorial has taken over to the extent that many consumers believe all editorial is advertorial.
13	<b>Kelly Hungerford</b> <i>Paper.li</i>	<b>Content marketing</b> is the opportunity for brands to think beyond their own original content and messaging to include a mix of original and curated content to reinforce their position with consumers as the "go to" brand. From the smallest "brand me" to industry giants, organizations of all sizes can benefit from content marketing. Marketing through curated content reduces time and costs, increases visibility and

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No.	Author	Definition
		reach, and quickly and effectively establishes thought leadership. It is not enough though to set the workflow to auto pilot and populate the pages of a site with aggregated feeds. A winning strategy succeeds when technology and people work together. Automation and semantics can help to filter, facilitate and uncover hidden treasures, but it is the human touch — thoughtful selection and consideration of content — that will create a truly new and engaging brand experience for audiences to discover, enjoy and share.
14	<b>Rebecca Lieb</b>	Have you ever picked up a company's brochure or flyer? Watched an infomercial or a shopping channel on television? Ordered a product DVD explaining the benefits of a new mattress or a vacation destination? Leafed through a company newsletter? Read the little comic strip in a packet of Bazooka bubble gum? All these are a few (but by no means an exhaustive list) of the ways companies use content to market their products and services to customers and to prospective buyers. <b>Content marketing</b> , in other words, is nothing new. Companies having been creating and distributing content for many years, both to attract new business and to retain existing customers. However, here's the point of differentiation from more traditional forms of marketing and advertising: Using content to sell isn't selling, or sales-ey. It isn't advertising. It isn't push marketing, in which messages are sprayed out at groups of consumers. Rather, it's a pull strategy-it's the marketing of attraction. It's being there when consumers need you and seek you out with relevant, educational, helpful, compelling, engaging, and sometimes entertaining information.
15	<b>Lee Odden</b> <i>Online Marketing Blog</i>	Simple definition: <b>Content marketing</b> is the alignment of customer needs with business goals through purposeful content. Elaboration: Content marketing is an intentional approach to attracting, engaging and inspiring customers to a logical conclusion to buy and share through content that empathizes with the varied interests and behaviors during the buying cycle.
16	<b>David Meerman Scott</b>	You can buy attention (advertising). You can beg for attention from the media (PR). You can bug one at a time to get attention (sales) or you can own attention by creating something interesting and valuable and then publishing it online for free: a YouTube video, a blog, a research report, photos, an infographic, a Twitter stream, an ebook, a Facebook page. And that will be content marketing.
17	<b>Jim Siegel</b> <i>HealthCare Chaplaincy</i>	<b>Content marketing</b> is: <ol style="list-style-type: none"> <li>1. Creative knowledge sharing — using content across multiple platforms to reach various audiences — with the objective to influence thought and/or drive behavior.</li> <li>2. Sharing content that is relevant and value to our diverse constituents to help generate dialogue and grow our base of support.</li> <li>3. Asks us to divine professional interests, immediate need and future skill sets and then fulfill with content.</li> </ol>

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No.	Author	Definition
18	<b>Anna Maria Virzi</b> <i>ClickZ</i>	<b>Content marketing</b> encompasses a wide assortment of marketing approaches that have been around for years. It's just that content marketer is getting far more interactive and is emerging on new platforms and channels. Traditional approaches include custom publishing supplements and advertorials in newspapers and magazines. Online in the B2B sector, white papers have been successfully used for lead generation for more than a decade. Brands have more options than ever before. With the ascent of social networks and mobile devices, brands can bypass newspapers, magazines, and TV to connect directly with customers and prospects on Twitter, Facebook, Foursquare and other networks. What's more, brands can elect to continue working with "traditional" media companies to tap their audiences online and other venues. Media organizations have responded, too, by acquiring or building out their content marketing teams. So who is a publisher today? Who is a marketer? Content marketing marries publishing/TV/radio/events — and marketing — to build audiences, deliver relevant and educational "content" and information such as a white paper, webcast, video, or article, potentially turning fans, followers, readers, and viewers, into customers.
19	<b>Dr William J. Ward</b> <i>S.I. Newhouse School of Public Communications, Uniwersytet w Syracuse</i>	<b>Content marketing</b> is the strategic creation and sharing of ideas, information, and resources. Content marketing is not clicks, Retweets, Likes. These are only measures to see if the content marketing is "on strategy."
20	<b>Bryan Haines</b>	<b>Content marketing</b> is publicly and freely sharing information about your business and industry. It can include text (blogs, ebooks, press releases and tweets), video, audio and online events.
21	<b>Brian Clark</b> <i>Copyblogger</i>	<b>Content marketing</b> means creating and sharing valuable free content to attract and convert prospects into customers, and customers into repeat buyers. The type of content you share is closely related to what you sell; in other words, you're educating people so that they know, like, and trust you enough to do business with you.
22	<b>Dan Blumenthal</b> <i>Blumenthal Design Group</i>	<b>Content marketing</b> is what web searchers are looking for.
23	<b>Rebecca Steurer</b> <i>Manifest Digital</i>	<b>Content marketing</b> is beyond building awareness. It is a method that provides an opportunity for businesses to inform, engage and build relationships with consumers by providing information that consumers want, and giving consumers the opportunity to

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No.	Author	Definition
		provide their thoughts and feedback. Today's consumer is more informed than ever. They are constantly looking for useful information to help them make educated decisions regarding which services and products to buy. A content marketing strategy can be created to provide the information for which they are searching.
24	<b>Andi Vance</b> <i>Mulberry Marketing Communications</i>	<b>Content marketing</b> , at the most fundamental level, means publishing of content indirectly supporting sales and turning the organization's spokespeople into idea leaders in the given industry. Your goal is to educate target audience about the industry and important differentiators so that they make informed purchasing decisions — and ultimately, buy your product. The idea is to have the audience perceiving you as an expert and becoming loyal in return, as a result of regularly provided, helpful and informative content.
25	<b>Jennifer Wong</b> <i>Optify</i>	<b>Content marketing</b> is a marketing strategy of creating and syndicating relevant and valuable information with the main objective of attracting and engaging a specific target audience. It's a way of communicating with your prospects and customers in a non-intrusive way because you aren't directly pitching your product or services; rather you're delivering value so that buyers can make a more informed purchase decision.
26	<b>Jason Brewer</b> <i>Brolik Productions</i>	A <b>content marketingu</b> strategy uses basic information about customers for developing attractive content that is consistent with their interests and naturally applies it in the organization's marketing. It is a scenario that is based more on giving and receiving, whereas traditional selling can be viewed as forced and hardly sophisticated.

## Content marketing tools

Content marketing is based on developing long-term relationships through interaction and engagement of both parties, meaning those promoting their content and their audience likewise. This is supported by a major range of tools and techniques that are helpful for creating and distributing content so that they deliver optimal benefits for the organization.

The article includes the most frequently used tools of content marketing.

## Social media

Social media as such are not a typical tools as understood by the content marketing strategy, rather functioning as one of the constituents of a greater strategy. They represent a tool for efficient, two-way content distribution. An important feature of social media is building of relations, dialogue with users through encouraging communication. In social media, users are not encouraged to perform specific acts, such as purchasing a product or subscribing to e-mailing lists. They are encouraged to share their experiences. Social dialogue takes place at Facebook, Twitter or LinkedIn, YouTube or various fora.

## Blog

The first term describing the tool known nowadays as blog, the "weblog" (a combination of "web" and "log"), was coined by John Barger, an employee at Northwestern University's Institute for the Learning Sciences. He was the creator of "Robot Wisdom," one of the first interactive journals. He used the "weblog" term for the first time in 1997. Two years later, Peter Merholz used the term "blog," who broke the word "weblog" coined by Barger into the phrase "we blog."

A blog is a website consisting of separate text entries, typically displayed in reverse chronological order so that the most recent posts appear first. Typically, entries in blogs can be archived, categorized and tagged, and commented by readers of the given online journal. Blogs in general as a communication medium are called the blogosphere.

In the beginning, weblogs were perceived as equal with personal websites, called personal homepages. Today, this approach is no longer valid, but still, the content of a blog is of personal nature, with prevailing first-person narrative, and facts are interrelated with the author's opinions.

Weblogs can be categorized in a number of types, depending on selection criteria:

- Based on nature and content:
  - Personal blogs, having the form of online diaries,
  - Expert blogs,

- Based on number of authors:
  - Individual blogs,
  - Collaborative blogs written by several authors,
- Based on type of content:
  - Text blog (news, guides, diaries, books);
  - Videoblog (or vlog) featuring videos;
  - Photoblog featuring photos;
  - Audioblog featuring audio recordings (e.g., podcasts);
  - Linklog with links to other websites;
- Based on device used for blogging:
  - Traditional blog, edited on a PC;
  - Moblog, written from mobile devices, such as mobile phones, smartphones, tablets,
- Based on frequency of entries and comments:
  - Dynamic blog — a blog with entries posted at least once a day, with a considerable number of comments;
  - Non-dynamic blog.

Blogs can be also classified according to other criteria, such as:

- Administrator,
- Purpose and motivation,
- Availability,
- Frequency of posting new content,
- Location.

A different typology was offered by Cindy Curling, who identified four "blog flavours" in her article :

- *The researcher's list of annotated resources* — blogs with a list of found and commented sources and content,
- *The extremely succinct pointer site* — blogs with very concise indications, including reference to interesting sources, can be considered as the original form of microblogs,
- *Annotated journal* — blogs of commenting nature,
- *Personal diary* — personal online diaries.



Corporation and research institutes use mainly expert and corporate (business) blogs.

Expert blogs cover one specific subject. A blog can be classified as an expert one when its content can be used for professional or research purposes, when it extends the readers' knowledge and solves problems. As a rule, expert blogs are written by individuals being experts in the given industry.

Corporate (business) blogs are edited directly or indirectly for profit of a specific organization that defines the goals and strategies of this activity.

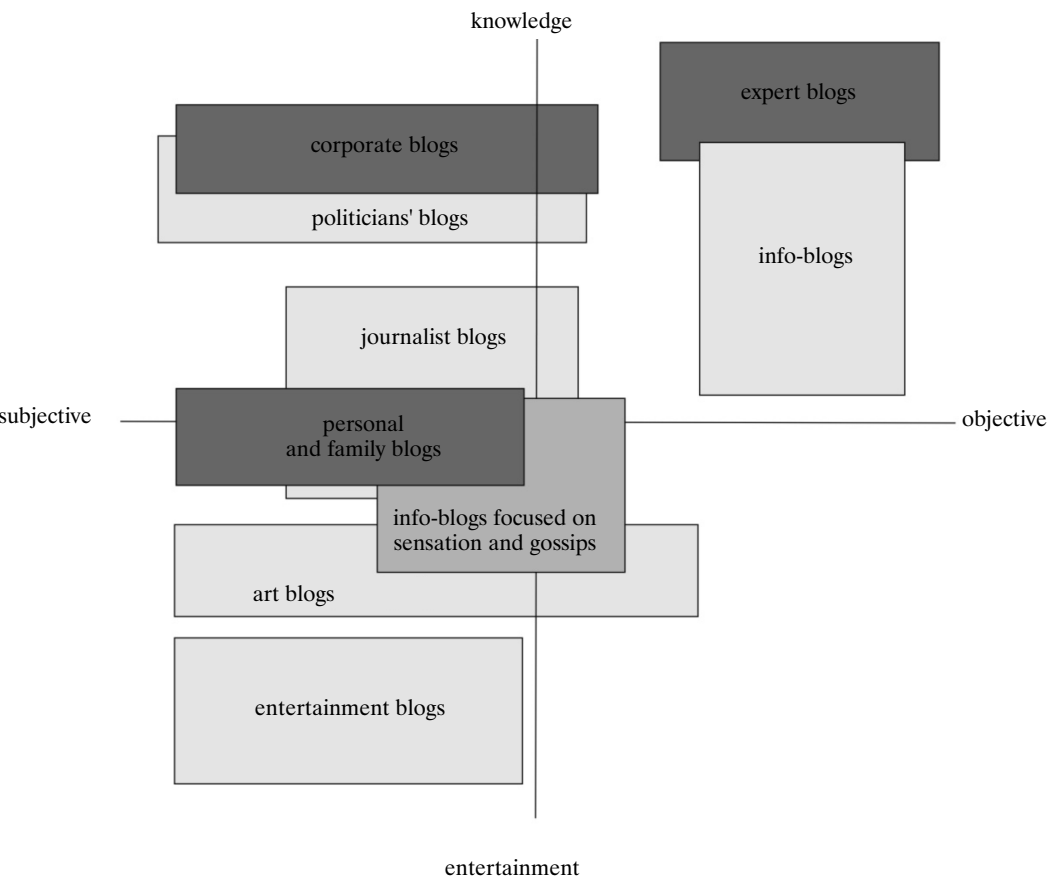
The objectives of creating and developing corporate blogs include, but are not limited to:

1. Creating groups of customers acting as the brand's ambassadors,
2. Building trust in the organization,
3. Creating the organization's image,
4. Gaining and sharing knowledge,
5. Receiving opinions,
6. Developing new development opportunities for the market and new markets,
7. Acting as intermediary in communication with journalists and opinion-making groups,
8. Quick response to situations of crisis,
9. Boosting sales of products or services .

According to Grzegorz Mazurek, under consideration of the functions performed by corporate blogs, they can be categorized as:

- Sales blogs — the basic objectives for sales blogs are to "generate traffic in the blog and its related product page and to generate greater sales, preferably through online acquisition of customers. (...) This blog type plays a great role in shaping the loyalty of customers."
- Image-building blogs — their basic purpose is to build the image of the organization or its specific products.
- Blogs related with customer service — developed in order to provide customers with information they purchase and/or to evaluate their satisfaction with the purchase

Figure 2. Typology of blogs, Classification based on content



Source: Own work.

E-newsletter

E-newsletter is an electronic publication that is regularly distributed via e-mail or mobile devices. Its specific features are: the recipient's consent for the receipt of messages and content closely related with the recipient's interests. E-newsletters are typically distributed once a month or once

a week. They are available in electronic forms, via websites. They can include complete articles or brief descriptions with reference links to the relevant content (e.g., text, video, podcast, photo).

### White paper

One of the oldest tools of content marketing. White papers are reports covering current issues. Developed by a government, institution or organization, containing analysis of the given product, service, technology or programme. Present issues that need more thorough explanations and descriptions. These include conference papers, research reports and technical descriptions. Typically, they consist of 8–12 pages. Used for demonstrating the publishing institution's leadership of thought, idea, expertise in a subject.

Since early nineties, the "white paper" term has been used to describe documents constituting marketing and sales tools in the business. As a marketing tool, white papers present selected facts and logical arguments for building advantage of the publishing institution. In business-to-business marketing, they are employed for generating sales leads, building leadership of thought, informing and persuading prospective customers, partners, journalists, analysts or investors.

According to Graham Gordon, there are basically three main types of business white papers:

- Backgrounder — describing the technical and business advantages offered by the institution; used typically when introducing a new product or service to the market,
- Numbered list — presenting advice, questions or points concerning a specific business issue; typically used in order to attract attention to new or provocative views, or influence perception through distributing negative and questionable or false information,
- Problem-solution — recommending a new, improved solution to

a business problem; used in communication with prospective customers near the top of the sales funnel, or for informing and persuading stakeholders .

### **Expert article**

Expert articles are written by experts with authority in the given area, presenting informative and how-to content. The articles are helpful for strengthening awareness of organizations that are not easily presented with classic advertising. An expert article, depending on its subject matter, can be a source presenting the scope of an organization's business activity or its offer. In social perception, expert articles are considered as more reliable and unbiased than sponsored articles.

### **E-book**

A type of report, typically consisting of 12 to 40 pages (sometimes more), presenting complex information in a visually attractive form, in a reader-friendly format. The content is both educating and amusing, the form is collegial, the format is "massive" instead of linear, in order to facilitate viewing and copying.

### **Case study**

Case study is a method of research published in form of a document, typically consisting of one or two pages, or a video where the exploration is focused on a single entity. It is based on presentation of a real problem of the organization and its solving with the use of a specific product or service.

A correctly developed case study is a very good tool for promoting the reliability of the organization, its products and services.

## Letters of recommendation

Letters of recommendation constitute a frequently forgotten, underestimated form of business promotion. And exactly when the opinion originates directly from a satisfied customer, it becomes reliable, helps overcome sceptic attitude and hesitation of other prospects.

## Webinar

A type of online seminar conducted with the Webcast technology. With this training format, the trainer can build relationship to trainees with the use of virtual tools. Webinars make it possible for stakeholders in various regions worldwide to interact with the trainer through discussions or asking questions in real time.

## Video publishing

Posting video content allows for reaching audience in a considerable quicker and easier way. It triggers specific emotions, boosts engagement of the audience. This is quite important nowadays, when network users become less interested in content presentation in text form. The use of this tool requires ongoing generating of content and brand visibility. A significant growth has been noted in terms of importance of this channel of content distribution.

## Online press release

A press release is a written or recorded message for the media in general, the purpose of which is to achieve quicker and more extensive distribution of information.

## Sponsored article

A form of advertising referring to specific products or services, sponsored by its publisher. When creating a sponsored article, several

aspects should be considered, in particular choice of the language of communication for the audience, and the characteristics of the text should be adapted to the place of publication. The communication should also be attractive for the audience. Content published in a sponsored article includes typically research reports, interviews with experts in the given area, blog posts or how-to articles.

#### **Printed newsletter**

Typically, a double-sided sheet or 16-pages' document in form of a newsletter presenting attractive content for quick communication.

#### **Digital magazine**

A kind of hybrid, presenting a traditional form of a magazine in an electronic format, usually PDF. A type of a digital magazine that offers independent, visually attractive content, which can be edited without any special software. The individual issues are typically distributed via e-mail and corporate websites.

#### **E-learning**

Precisely planned delivery of educational content via computer networks and the Internet, including media in form of audio podcasts, video, slide shows, seminars, and so on.

#### **Mobile applications**

A kind of software operated on mobile devices, such as smartphone or other mobile device. Applications referred to as "apps," distributed by the Apple corporation, are typically available from the distribution platforms: AppStore, BlackBerry App World, GooglePlay, Windows Phone Store. The basic objective of application development is to attract an optimal number of users and engage a target group.

## Teleseminar

A teleseminar is a virtual presentation, reduced to the necessary minimum. The only required technology is a phone. Depending on the type of content, users can receive an outline of the seminar or a group of slides from the specific presentation, in advance via phone.

## Podcast

A form of "spoken" guide, an online audio or video publication, guiding the user within the selected area. Podcasts are usually distributed via RSS or iTunes. In general, podcasts are files of 5–30 minutes, however, also longer files become more and more popular.

## Executive Roundtable

Executive Roundtable is a meeting of executives of the given industry, attended by experts in the given area, with a potential sufficient for specifying perspectives for development. Through short presentations and exchange of experience among the participants, every attendee of the "roundtable" can appear as a thought leader in the given area.

## Audiobook

Audio record containing the text of a published book, distributed on CDs, or downloadable online in form of MP3 or M4B files. A great way for brands for sponsoring this form of content delivery, and in consequence, attracting users' attention.

## Virtual trade fairs

Nowadays, high-speed data transmission technologies make it possible to create realistic events in form of "shops" and "exhibition zones."

Managers of event projects, based on the available online technologies, can create virtual trade fairs for attracting prospective customers, increasing the number of participants at events, increasing income and improving communication with customers and prospects.

## **Comic**

Comic is more than sequential image story for children. Supporting text with dynamic image through comic, we communicate with readers of any age in an enjoyable, easy-to-remember and quick manner.

## **Road show**

Road shows constitute a kind of mini-conferences or trips conducted by organizations, the objective of which is to physically present the products. Road shows are typically organized in cities with a high concentration of prospects. The tool combines activities of advertising, public relations, sometimes direct marketing and sponsoring.

## **Brand content application**

Application for collecting any information about customers and prospects, as well as developing analyses, statements and reports on the basis of the data acquired.

## **Infographics**

Infographics means visual presentation of information or data, presented in the form of a chart or any other illustration. However, the strength of infographics goes beyond its instant reference to the visual form; other than in the case of regular communication, infographics can show relations among dispersed pieces of information, thus delivering knowledge and not only raw data. Infographics can be a method for building brand awareness and an effective educational or informative tool. The effectiveness of infographics results from the fact that human



brain reacts much quicker to visual stimuli because images are processed much quicker than regular text.

#### **Online survey**

One of methods for researching consumer moods, where information from customers and prospects is acquired through a standardized questionnaire published at the website.

#### **Discussion forum**

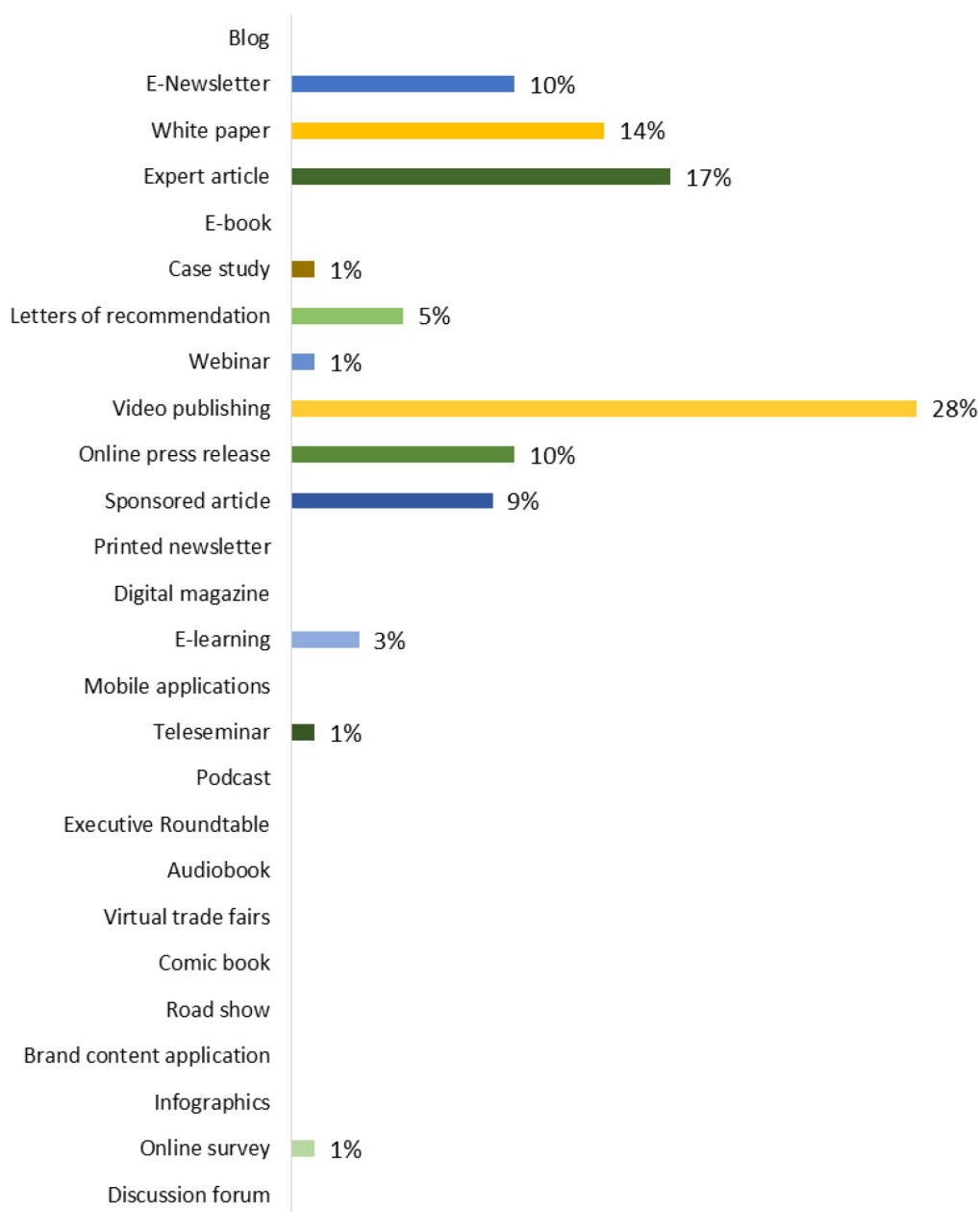
A kind of open discussion online, where customers and prospects exchange opinions about products or services.

#### **Use of content marketing strategy tools by research institutes**

The study was conducted from the perspective of a user and not a surveyor. With this approach, it was possible to analyse the functioning and readability of websites as well as accessibility of published content for surveyed entities. The evaluation covered 36 research institutes reporting to and supervised by the Minister of Development (figure 3). The group of tools includes 26 instruments characterises in the previous part of this publication. As shown in chart 1, less than a half (12 tools) are used by the surveyed instituted, 2/3 of which use only one or two instruments of content marketing. The largest number of tools are used by Instytut Logistyki i Magazynowania in Poznań (10 tools) in their activities focused on content publication.

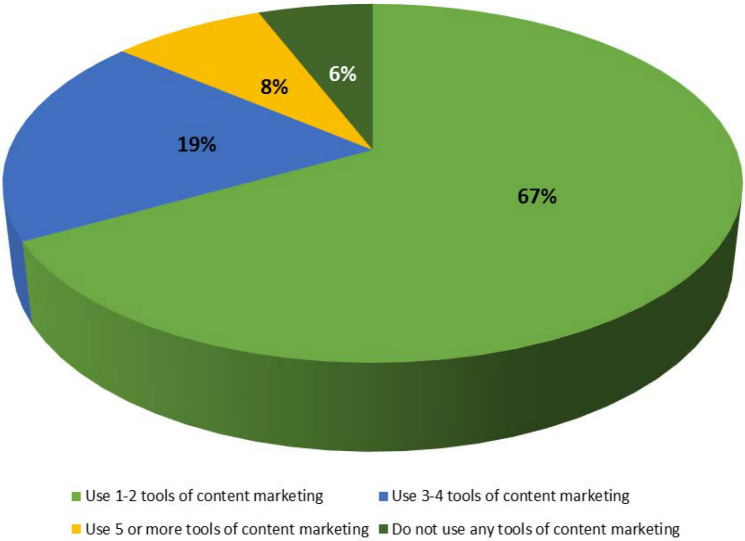
Moreover, the survey covered social community websites administered by research institutes (figure 5). The study has shown that 75% (27 institutes) of the entities communicate via one or two social community sites (more than a half of which reach network users through only one social community site). Three research institutes use three social community sites, and the greatest number — five sites — are administered by Instytut Lotnictwa. Other institutes do not interact with users via social community sites.

Figure 3. Content marketing tools used by research institutes



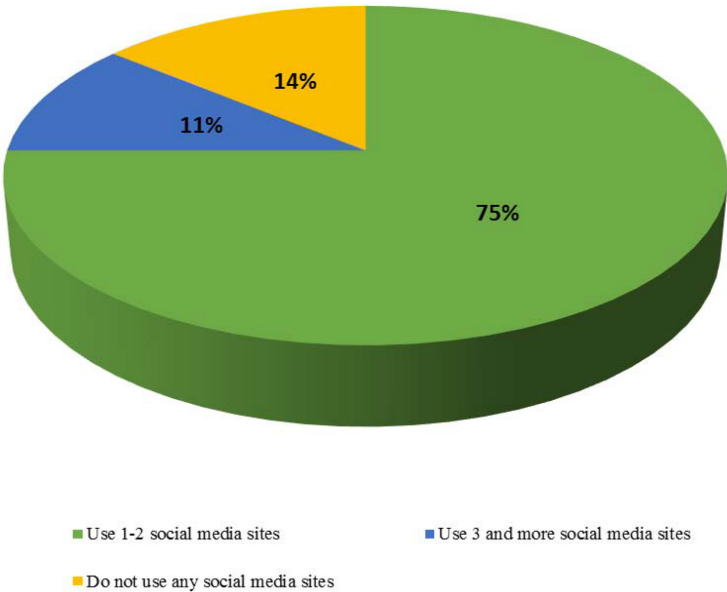
Source: Own work.

Figure 4. Number of content marketing tools used by research institutes



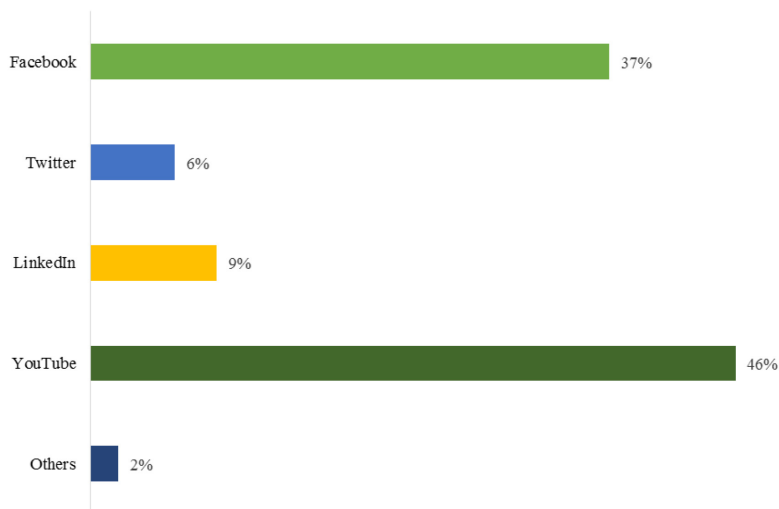
Source: Own work.

Figure 5. Communication of research institutes in social media sites



Source: Own work.

Figure 6. Social media sites used most frequently by the research institutes



Source: Own work.

## Summary

The survey has been helpful for illustrating the condition of content marketing strategies in research institutes. Based on the example of the selected group of research institutes in the industrial sector, it can be found that numerous entities are reluctant, or maybe even distrustful, about the philosophy related with the concept of content marketing. Based on the example of 26 instrument constituting individual components of a broad range of tools, it is obvious how powerful the strategy is, how many various possibilities and forms of expression it delivers. However, as the results of the study have shown, a considerable part of the institutes still do not see any need to adapt the new methods, with their activities based only on the traditional, not necessarily effective marketing models.

As show in this paper, many entities are still not ready for implementing new marketing models with innovative solutions, the advantage of which is that they can contribute to boosting the organization's competitiveness,

and as a "disadvantage," they can offer a vast spectre of possibilities. Every organization should be aware of the fact that generating and publishing high-quality content allows for distinguishing themselves from the competition and attracting interest and engagement of prospects. Choice of appropriate instruments embedded in the content marketing strategy is important, but the core ambition of every organization should be to effectively communicate with customers, because this is the determinant of success of a content marketing strategy.

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## Schedule 1. Research institutes reporting to the Ministry of Development

- COBR Maszyn Włókienniczych „Polmatex-Cenaro”
- COBRO — Instytut Badawczy Opakowań w Warszawie
- Instytut Badań Rynku, Konsumpcji i Koniunktur
- Instytut Biopolimerów i Włókien Chemicznych
- Instytut Biotechnologii i Antybiotyków
- Instytut Ceramiki i Materiałów Budowlanych
- Instytut Chemii Przemysłowej im. prof. Ignacego Mościckiego
- Instytut Ciężkiej Syntezy Organicznej „Blachownia”
- Instytut Elektrotechniki
- Instytut Farmaceutyczny
- Instytut Inżynierii Materiałów Polimerowych i Barwników
- Instytut Logistyki i Magazynowania
- Instytut Lotnictwa
- Instytut Mechaniki Precyzyjnej
- Instytut Mechanizacji Budownictwa i Górnictwa Skalnego
- Instytut Metali Nieżelaznych
- Instytut Metalurgii Żelaza im. Stanisława Staszica
- Instytut Napędów i Maszyn Elektrycznych KOMEL
- Instytut Nowych Syntez Chemicznych
- Instytut Obróbki Plastycznej
- Instytut Odlewnictwa

- Instytut Pojazdów Szynowych „Tabor”
- Instytut Przemysłu Organicznego
- Instytut Przemysłu Skórzanego
- Instytut Spawalnictwa
- Instytut Techniki i Aparatury Medycznej ITAM
- Instytut Technologii Drewna
- Instytut Technologii Eksploatacji — PIB
- Instytut Technologii Elektronowej
- Instytut Technologii Materiałów Elektronicznych
- Instytut Tele- i Radiotechniczny
- Instytut Włókiennictwa
- Instytut Zaawansowanych Technologii Wytwarzania
- Przemysłowy Instytut Automatyki i Pomiarów
- Przemysłowy Instytut Maszyn Rolniczych
- Przemysłowy Instytut Motoryzacji

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